

CLOSEUP HOSPITALITY & TRAVEL

Rank	Company	Revenue in millions	Revenue change	Income (loss) in millions	Income change	IT employees
61	Cendant Corp.	\$5,402	2%	\$55	-	2,500
95	Aramark Corp.	\$6,718	5%	\$150	16%	500
97	Starbucks Corp.	\$1,680	28%	\$102	49%	265
102	Galileo International Inc.	\$1,526	3%	\$218	12%	1,200
186	Wendy's International Inc.	\$2,072	6%	\$166	35%	140
213	Carlson Companies Inc.	\$1,735	-2%	\$8	3%	100
222	Harrah's Entertainment Inc.	\$3,024	51%	\$208	104%	375
226	Marriott International Inc.	\$8,739	10%	\$400	3%	1,300
252	Domino's Pizza Inc.	\$1,157	-2%	\$2	-97%	90
268	Darden Restaurants Inc.	\$3,701	7%	\$177	26%	150
305	Brinker International Inc.	\$1,870	19%	\$79	14%	122
307	MGM Grand Inc.	\$1,392	80%	\$86	25%	300
314	Sodexo Marriott Services Inc.	\$4,502	59%	\$51	264%	205
335	Cracker Barrel Old Country Store	\$1,532	16%	\$70	-33%	125
383	Delaware North Co.	\$1,375	12%	\$21	40%	75
390	Tricon Global Restaurants Inc.	\$7,099	-16%	\$627	41%	850
393	HMS Host Corp.	\$1,378	0%	\$24	0%	85
397	Royal Caribbean Cruises Ltd.	\$2,546	-3%	\$384	16%	280

Financial data by IRG Corp. (www.irgweb.com). Figures are for most recent fiscal year.
IT employee information from InformationWeek 500 qualifying survey.

SNAPSHOT HOSPITALITY & TRAVEL

INSIDE COMPANIES, ON AVERAGE

■ Portion of revenue spent on IT	2%
■ Share of revenue from E-business	19%
■ Portion of customer-service inquiries handled automatically, without human intervention	14%
■ Portion of suppliers included in electronic supply chain	27%
■ Portion of customers included in electronic supply chain	39%
■ Portion of accounts-receivables data entered by customer	26%
■ Portion of work hours IT executives meet with lines of business	34%

HOW COMPANIES DIVIDE THEIR IT BUDGETS

■ Technology purchases	21%
■ IT services or outsourcing	11%
■ Research and development	5%
■ Salaries and benefits	36%
■ Applications	16%
■ Other	11%

HOW COMPANIES DIVIDE THEIR E-BUSINESS BUDGETS

■ Technology purchases	18%
■ IT services or outsourcing	23%
■ Research and development	5%
■ Salaries and benefits	29%
■ Applications	19%
■ Other	6%

ACROSS THE INDUSTRY

■ Profitable E-business operations	61%
■ IT sells services to other companies	44%
■ Senior IT executive on executive management committee	83%
■ Senior IT executive in current position	4 years, 2 months

DATA: INFORMATIONWEEK RESEARCH

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INNOVATION SCORING HOSPITALITY & TRAVEL

Rank	Company	Technology strategy	E-business strategy	Business practices	Customer knowledge
61	Cendant Corp.	■	●	●	■
95	Aramark Corp.	●	●	■	●
97	Starbucks Corp.	●	●	●	▲
102	Galileo International Inc.	■	■	●	●
186	Wendy's International Inc.	▲	●	●	●
213	Carlson Companies Inc.	■	●	●	●
222	Harrah's Entertainment Inc.	■	▲	●	●
226	Marriott International Inc.	■	■	●	■
252	Domino's Pizza Inc.	■	■	■	■
268	Darden Restaurants Inc.	■	▲	■	▲
305	Brinker International Inc.	▲	▲	▲	■
307	MGM Grand Inc.	●	▲	▲	■
313	Sodexo Marriott Services Inc.	▲	▲	■	▲
335	Cracker Barrel Old Country Store	▲	■	▲	▲
383	Delaware North Co.	▲	▲	▲	▲
390	Tricon Global Restaurants Inc.	■	▲	▲	■
393	HMS Host Corp.	■	▲	■	■
397	Royal Caribbean Cruises Ltd.	▲	■	▲	▲

DATA: INFORMATIONWEEK RESEARCH

Gold ● Silver ■ Bronze ▲

Criteria for each medal are explained on p. 75.